

2015 Country RepTrak®

The World's Most Reputable Countries

July 2015



The World's View on Countries: An Online Study of the Reputation of 55 Countries

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The world leader in Reputation Management research



Reputation Institute is the world's leading reputation-based research advisory firm, founded by Dr. Charles Fombrun and Dr. Cees van Riel in 1997.



Reputation Institute's RepTrak® Research is the world's largest and highest quality normative reputation benchmark database.

- 7 Dimensions of Reputation
- 10 Years of Data Indexed
- 40 Countries Measured
- 15 Stakeholder Groups
- 3,000 Companies per Year
- 6M Responses per Year

Our most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions – best known via the Forbes-published Global RepTrak® 100, the world's largest study of corporate reputations.



We enable leaders to make business decisions that build and protect reputation capital and drive competitive advantage



Knowledge

Publication
Conferences
Training

Research

Information
Analysis
Presentation

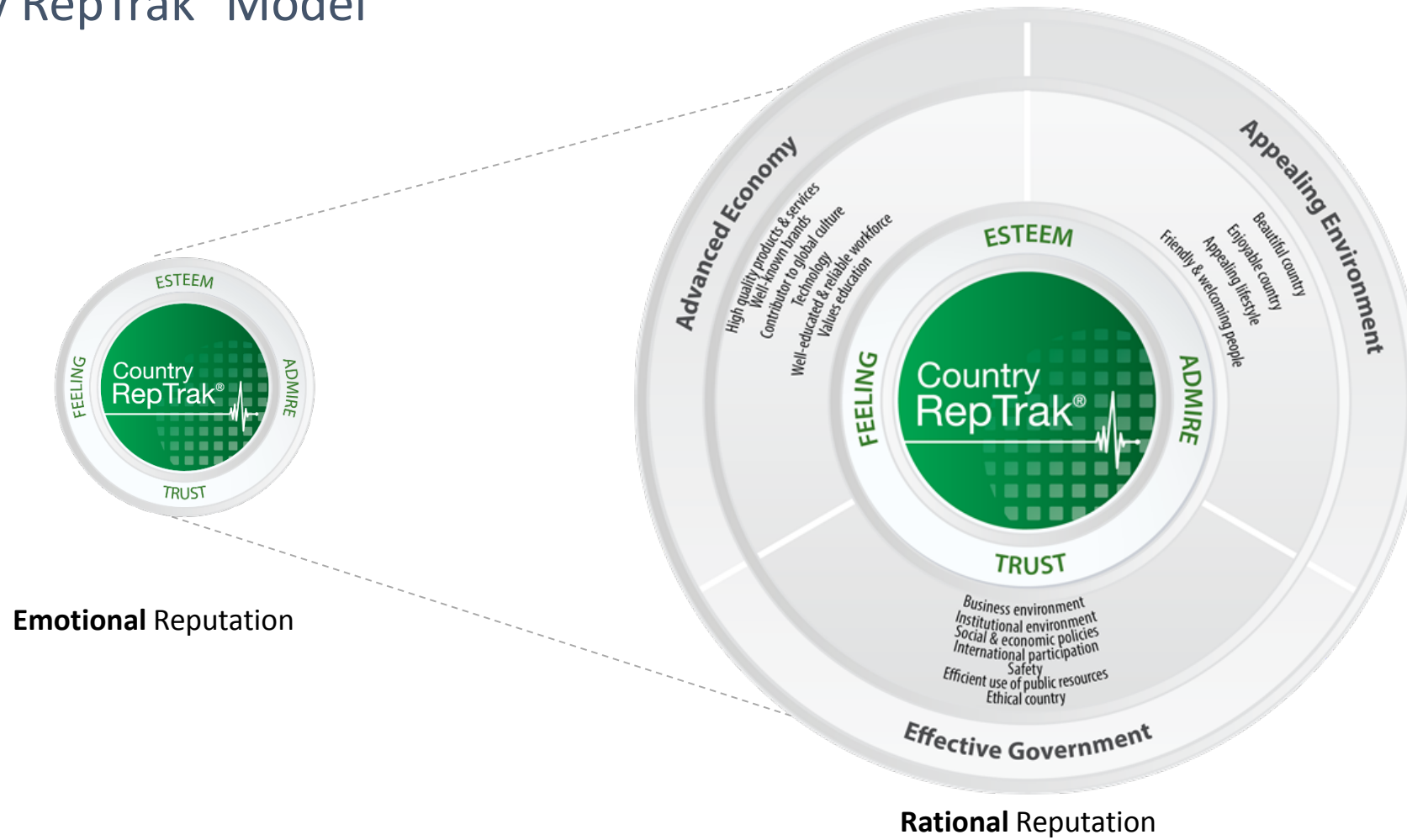
Advice

Insight
Strategy
Activation

Agenda

- Country RepTrak® methodology
- The most reputed countries
- Why is a country's reputation important?

The Country RepTrak® Model



The Reputation Economy



2015 Country RepTrak® Study Overview

- **Stakeholder Group (Target):** General public balanced to the country population on age and gender, and was also controlled for region
- **Country Selection:** Largest economies by GDP
- **Data Collection Method :** CAWI (online interviews)
- **Data Collection Period:** From February to March 2015
- **Sample:** Over 48,000 consumers from G8 countries

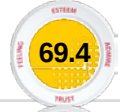
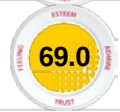


Agenda

- Country RepTrak® methodology
- The most reputed countries in 2015
- Why is a country's reputation important?

Country RepTrak® 2015 – Top 20

1	Canada			+1
2	Norway			+4
3	Sweden			=
4	Switzerland			-3
5	Australia			=
6	Finland			-2
7	New Zealand			+1
8	Denmark			-1
9	Netherlands			=
10	Belgium			+2

11	Ireland			+2
12	Austria			-1
13	UK			+2
14	Italy			+2
15	Germany			-5
16	Japan			-2
17	Spain			+1
18	Portugal			+1
19	France			-2
20	Singapore			=

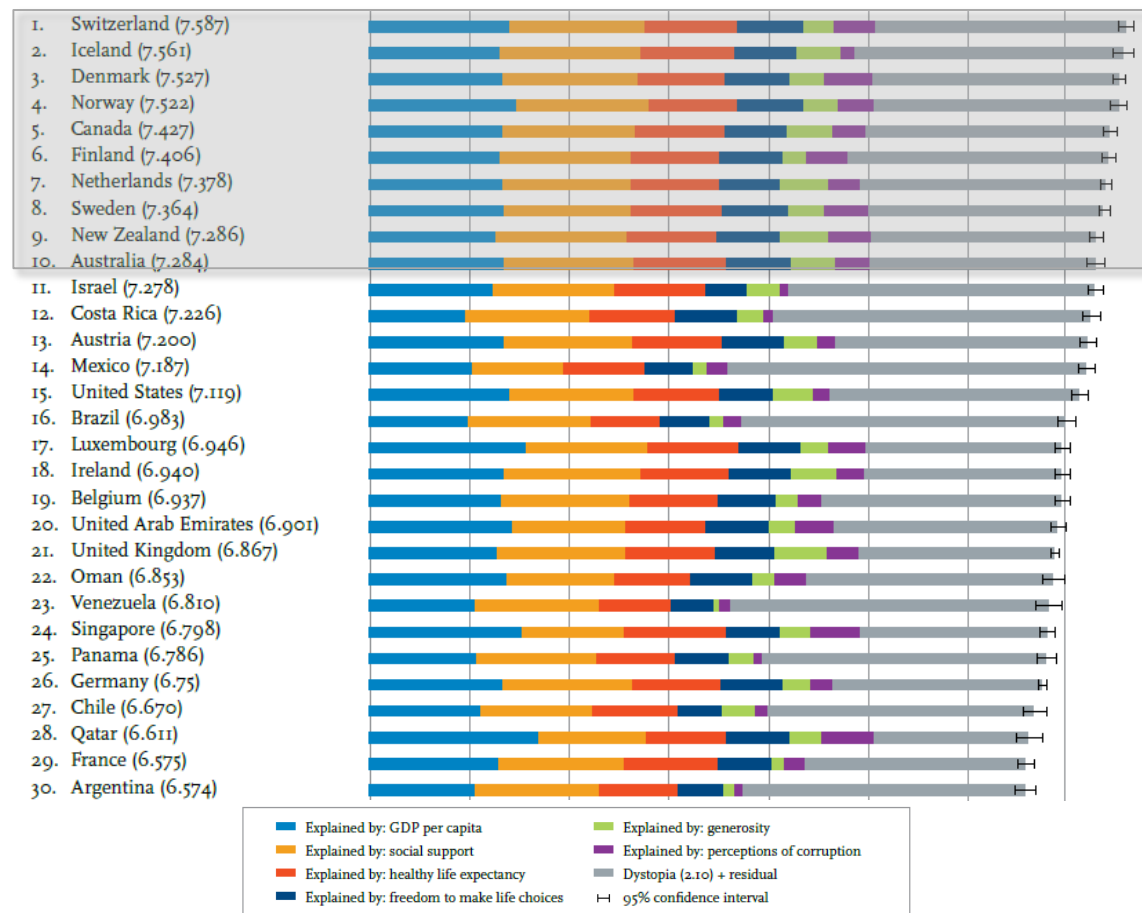


Largest and most powerful countries are not necessarily the ones with the best reputations

Population			GDP		Exports		FDI		Tourism	
1	China		USA		China		USA		France	
2	India		China		USA		China		USA	
3	USA		Japan		Germany		Russia		Spain	
4	Indonesia		Germany		Japan		Brazil		China	
5	Brazil		UK		South Korea		Singapore		Italy	
6	Pakistan		France		France		Canada		Turkey	
7	Nigeria		Brazil		Netherlands		Australia		Germany	
8	Bangladesh		Italy		Russia		Spain		UK	
9	Russia		India		UK		Mexico		Russia	
10	Japan		Russia		Italy		UK		Thailand	

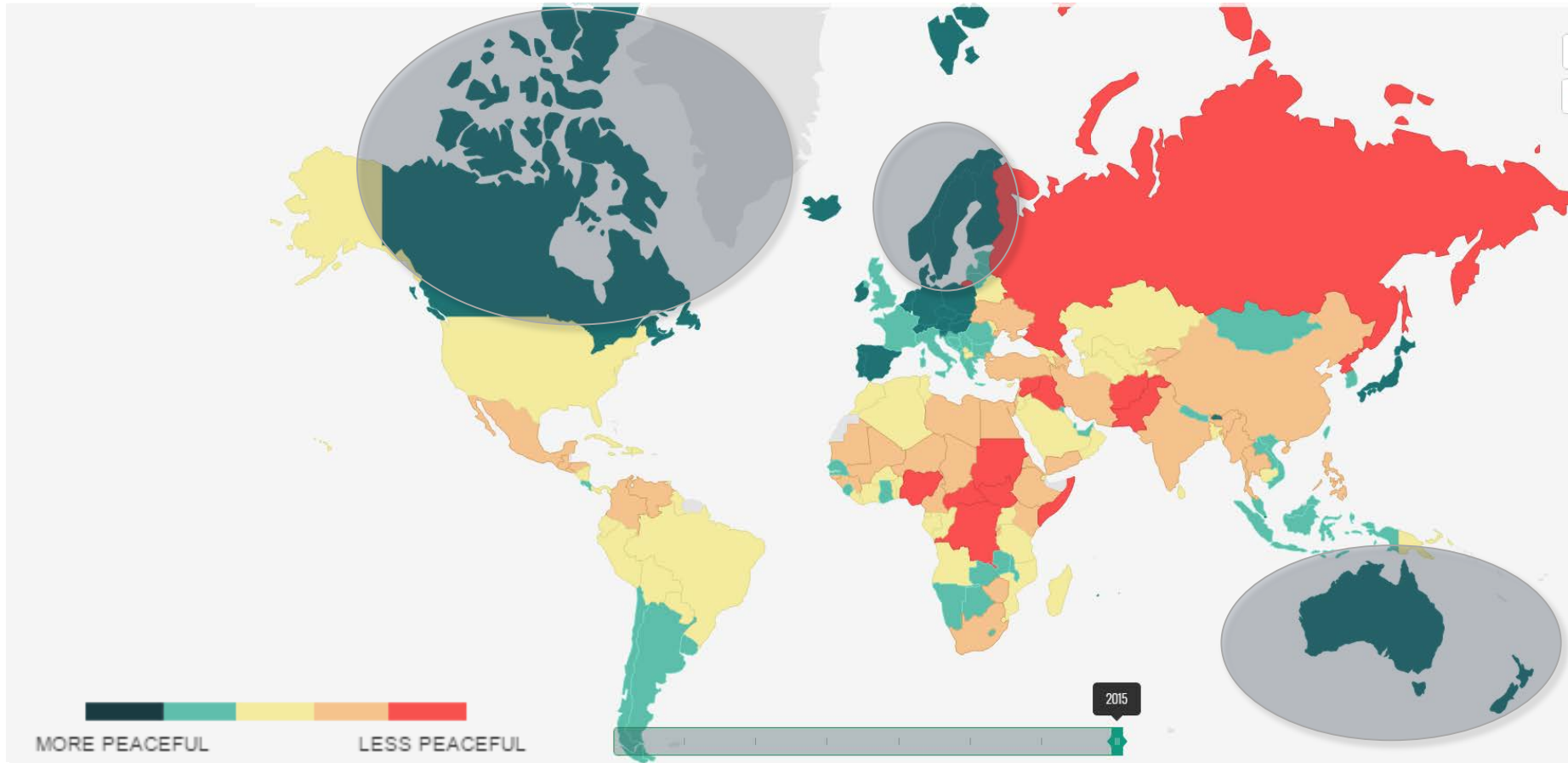
... but the happiest ones do have better reputations

World Happiness Report 2015 (SDSN- United Nations)



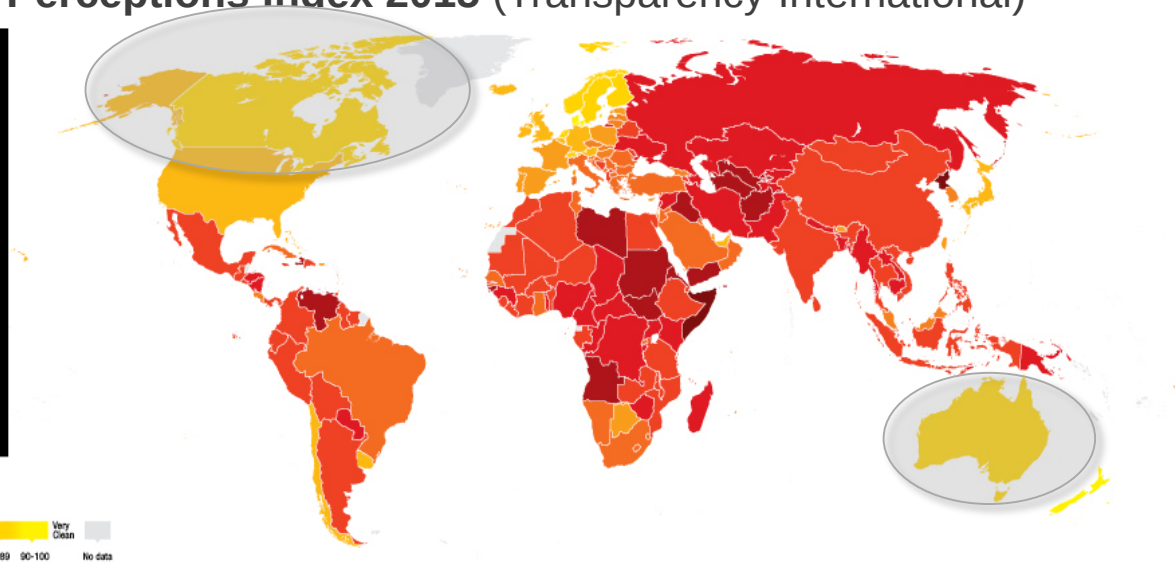
and the ones that are peaceful...

Global Peace Index 2015 (Institute for Economics & Peace)



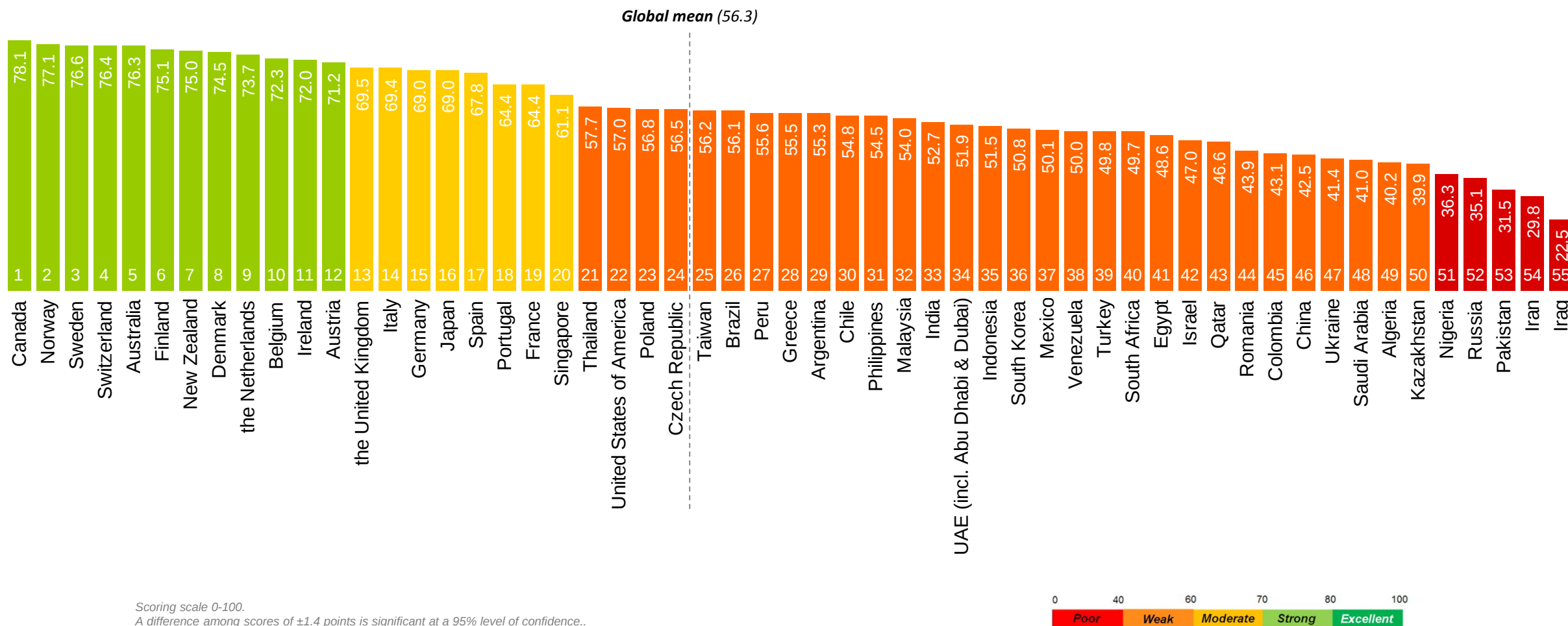
... and also the ones with less corruption

Corruption Perceptions Index 2015 (Transparency International)

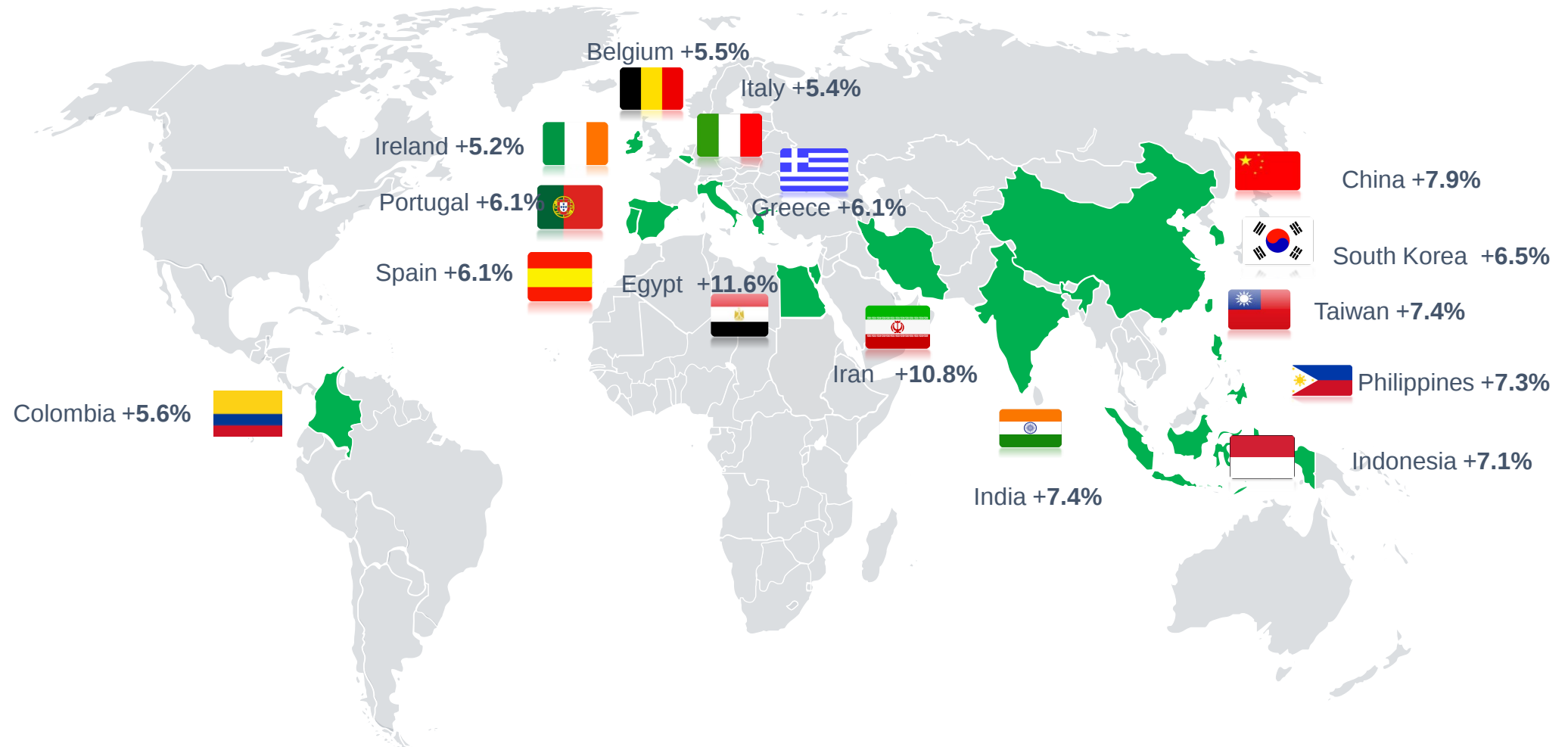


RANK	COUNTRY/TERRITORY	SCORE	RANK	COUNTRY/TERRITORY	SCORE	RANK	COUNTRY/TERRITORY	SCORE	RANK	COUNTRY/TERRITORY	SCORE	RANK	COUNTRY/TERRITORY	SCORE	RANK	COUNTRY/TERRITORY	SCORE
1	Denmark	92	21	Chile	73	81	Croatia	48	100	Algeria	36	136	Nigeria	27	156	Zimbabwe	21
2	New Zealand	91	22	Uruguay	73	82	Ghana	48	101	China	36	137	Russia	27	157	Burundi	20
3	Finland	89	23	Austria	72	83	Cape Verde	57	102	Suriname	36	138	Sierra Leone	31	158	Syria	20
4	Sweden	87	24	Bahamas	71	84	Korea (South)	55	103	Bolivia	35	139	Tanzania	31	159	Angola	19
5	Norway	86	25	United Arab Emirates	70	85	Latvia	55	104	Mexico	35	140	Vietnam	31	160	Guinea-Bissau	19
6	Switzerland	86	26	Estonia	69	86	Malta	55	105	Moldova	35	141	Guyana	30	161	Haiti	19
7	Singapore	84	27	France	69	87	Guyana	55	106	Niger	35	142	Mauritania	30	162	Venezuela	19
8	Netherlands	83	28	Qatar	69	88	Kuwait	44	107	Argentina	34	143	Azerbaijan	29	163	Yemen	19
9	Luxembourg	82	29	Saint Vincent and the Grenadines	67	89	South Africa	44	108	Djibouti	34	144	Gambia	29	164	Eritrea	18
10	Canada	81	30	Bhutan	65	90	Brazil	43	109	Indonesia	34	145	Honduras	29	165	Libya	18
11	Australia	80	31	Georgia	65	91	Bulgaria	43	110	Albania	33	146	Kazakhstan	29	166	Uzbekistan	18
12	Germany	79	32	Malaysia	63	92	Greece	43	111	Ecuador	33	147	Nepal	29	167	Turkmenistan	17
13	Ireland	79	33	Italy	63	93	Italy	43	112	Ethiopia	33	148	Pakistan	29	168	Iraq	16
14	United Kingdom	78	34	Cyprus	63	94	Romania	43	113	Kosovo	33	149	Togo	29	169	South Sudan	15
15	Belgium	76	35	Portugal	63	95	Senegal	43	114	Malawi	33	150	Congo Republic	23	170	Afghanistan	12
16	Japan	76	36	Czech Republic	63	96	Ghana	43	115	Madagascar	32	151	Tajikistan	23	171	Sudan	11
17	Barbados	74	37	Puerto Rico	63	97	Swaziland	43	116	Comoros	32	152	Chad	22	172	Korea (North)	8
18	Hong Kong	74	38	Poland	61	98	Montenegro	42	117	Timor-Leste	28	153	Democratic Republic of the Congo	22	173	Somalia	8
			39	Taiwan	61	99	Sao Tome and Principe	42	118	Cameroon	27	154	Myanmar	21			
			40	Israel	60		Egypt	41		Guatemala	32						
			41	Spain	60		Serbia	41		Mal	32						
			42	Dominica	58		Tunisia	40		Kyrgyzstan	27						
			43	Lithuania	58		Benin	39		Lebanon	27						
			44				Saudi Arabia	49									

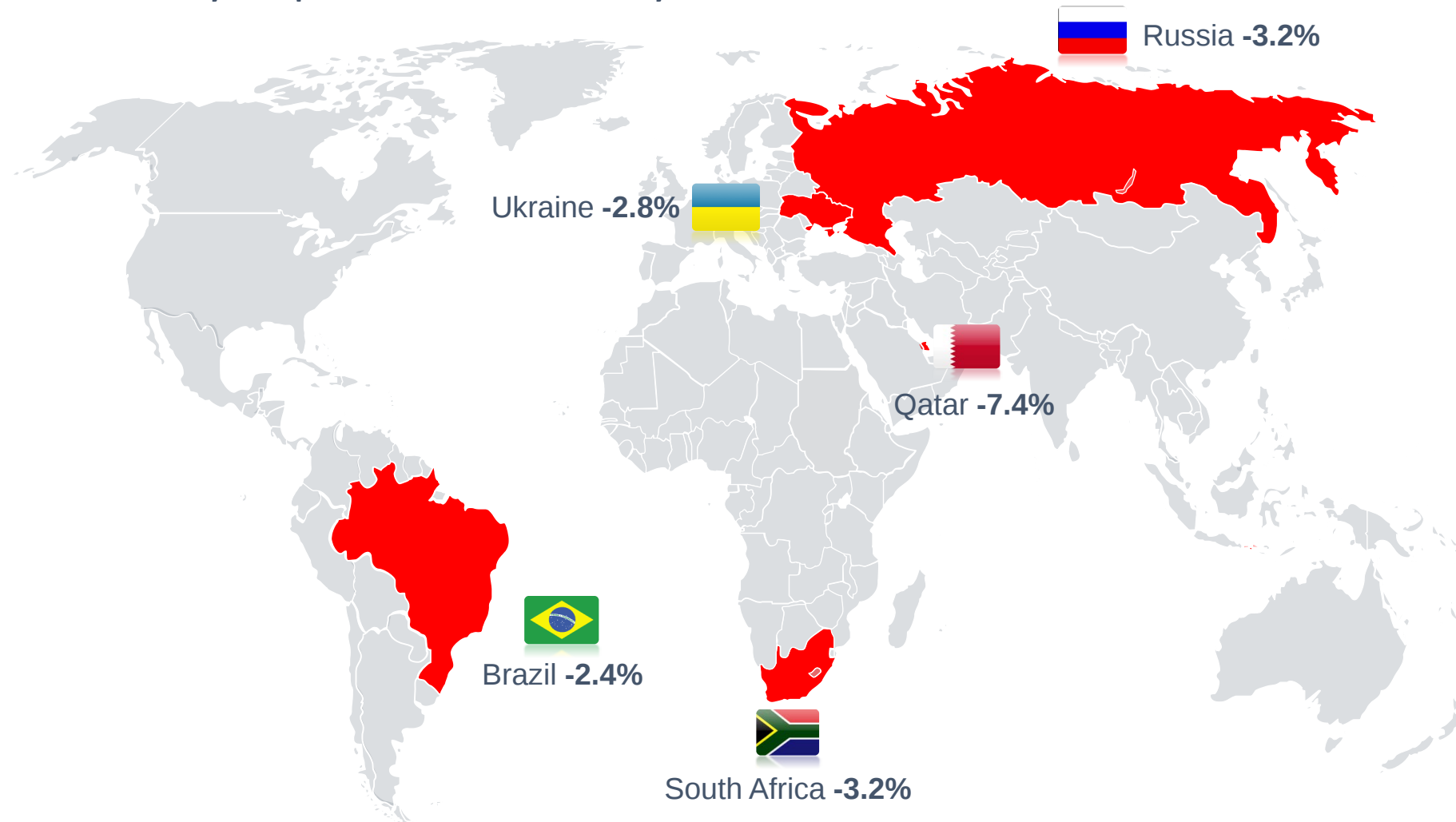
2015 Country RepTrak®



Evolution of Country RepTrak® in the last year



Evolution of Country RepTrak® in the last year



Country RepTrak® Top 10 by Year

2015		2014		2013		2012		2011		2010		
1	Canada		Switzerland		Canada		Canada		Canada		Sweden	
2	Norway		Canada		Sweden		Australia		Sweden		Canada	
3	Sweden		Sweden		Switzerland		Sweden		Australia		Australia	
4	Switzerland		Finland		Australia		Switzerland		Switzerland		Switzerland	
5	Australia		Australia		Norway		Norway		New Zealand		Norway	
6	Finland		Norway		Denmark		New Zealand		Norway		Finland	
7	New Zealand		Denmark		New Zealand		Finland		Denmark		Denmark	
8	Denmark		New Zealand		Finland		Denmark		Finland		Austria	
9	Netherlands		Netherlands		Netherlands		Austria		Austria		Netherlands	
10	Belgium		Germany		Austria		Netherlands		Netherlands		Belgium	

Asia: On the rise

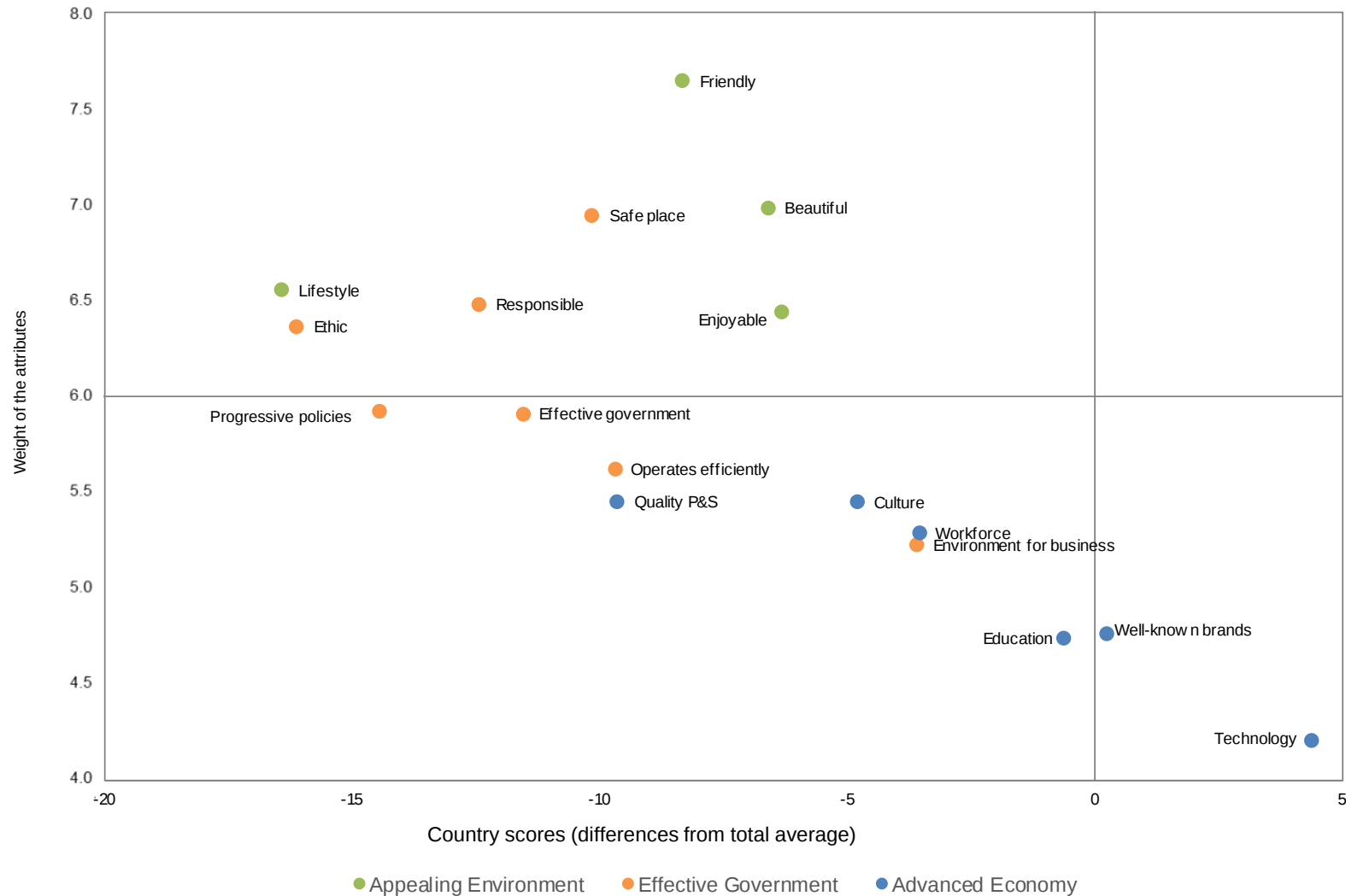
Iran (+10.8%), **China** (+7.9%) and **India** (+7.4%) are the most improved

Asian countries have improved their reputations on average 3.9% (+1.7 Pulse points), although they are still weak (except for Japan)

+3.9%



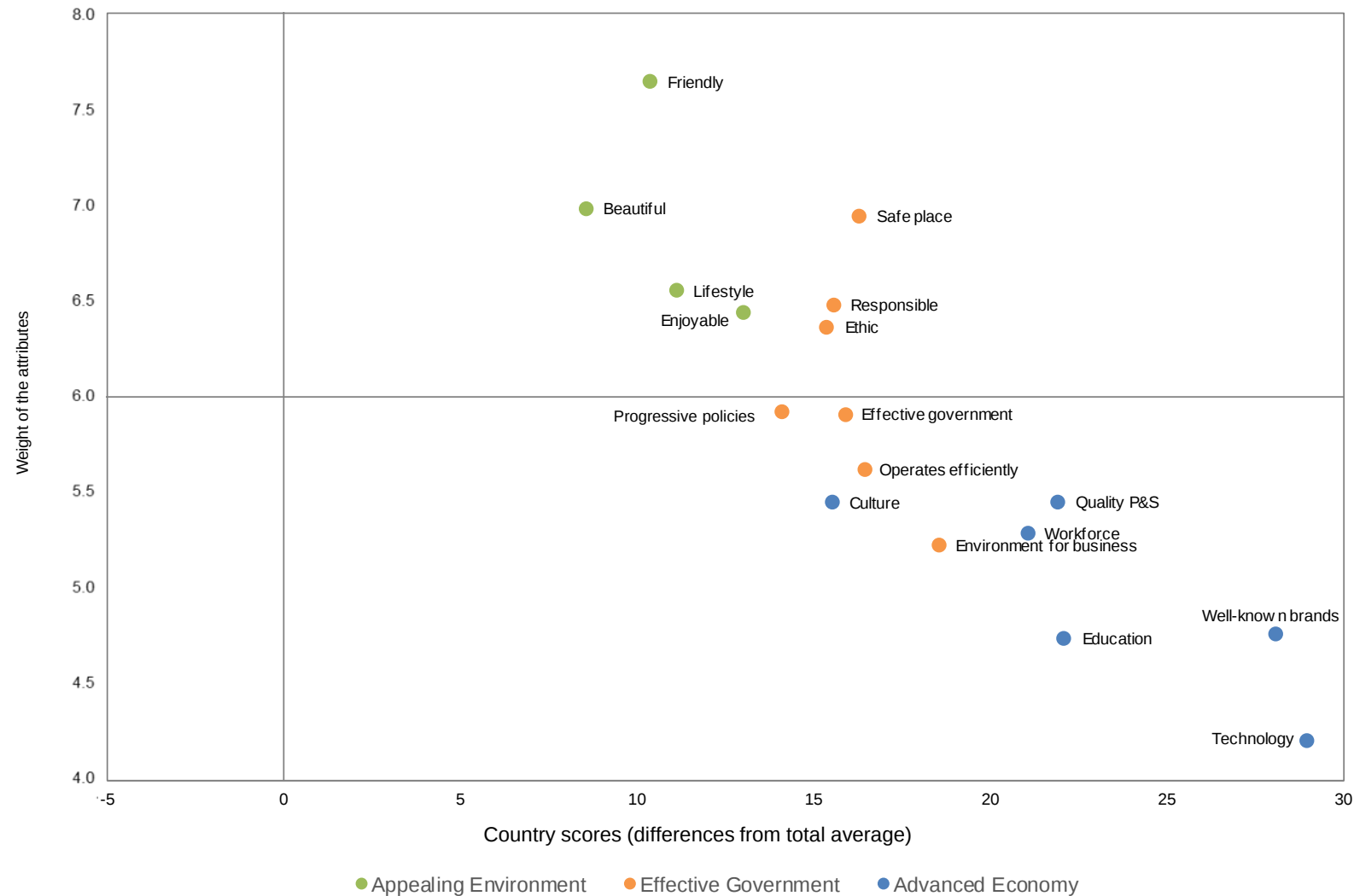
China: Powerful economy, but weak reputation



Scoring scale 0-100.

A difference among scores of ± 1.4 points is significant at a 95% level of confidence..

Japan: The strongest reputation in Asia



Scoring scale 0-100.

A difference among scores of ± 1.4 points is significant at a 95% level of confidence..

Latin America: Positive trend



Latin American countries continue to improve their reputations, except for **Brazil** (-2.4%).

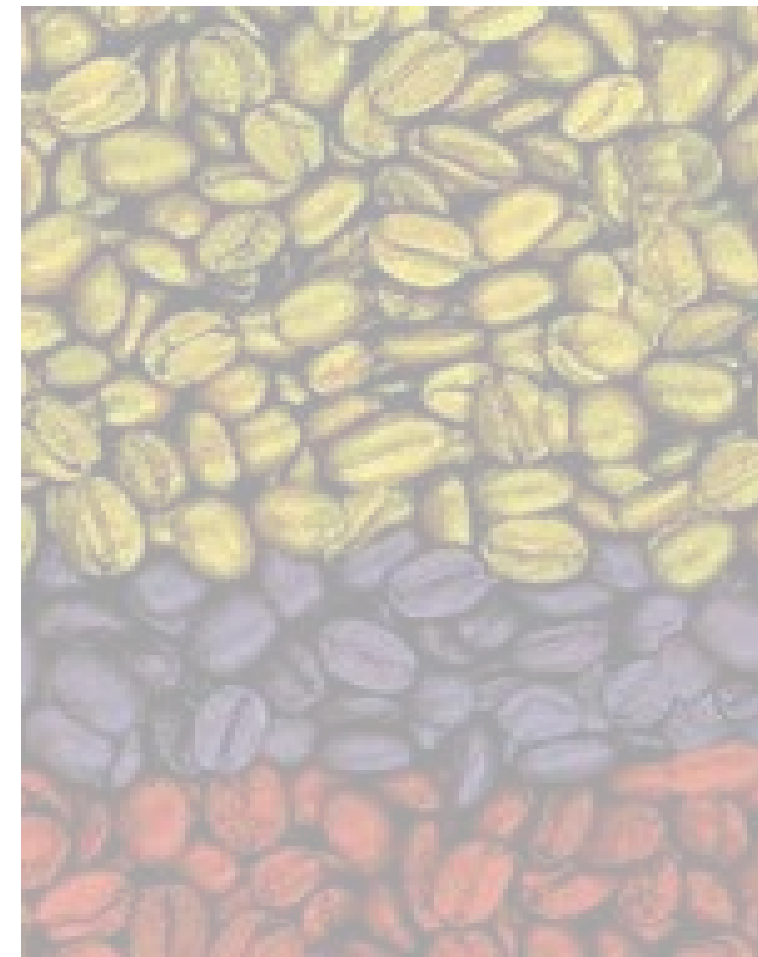
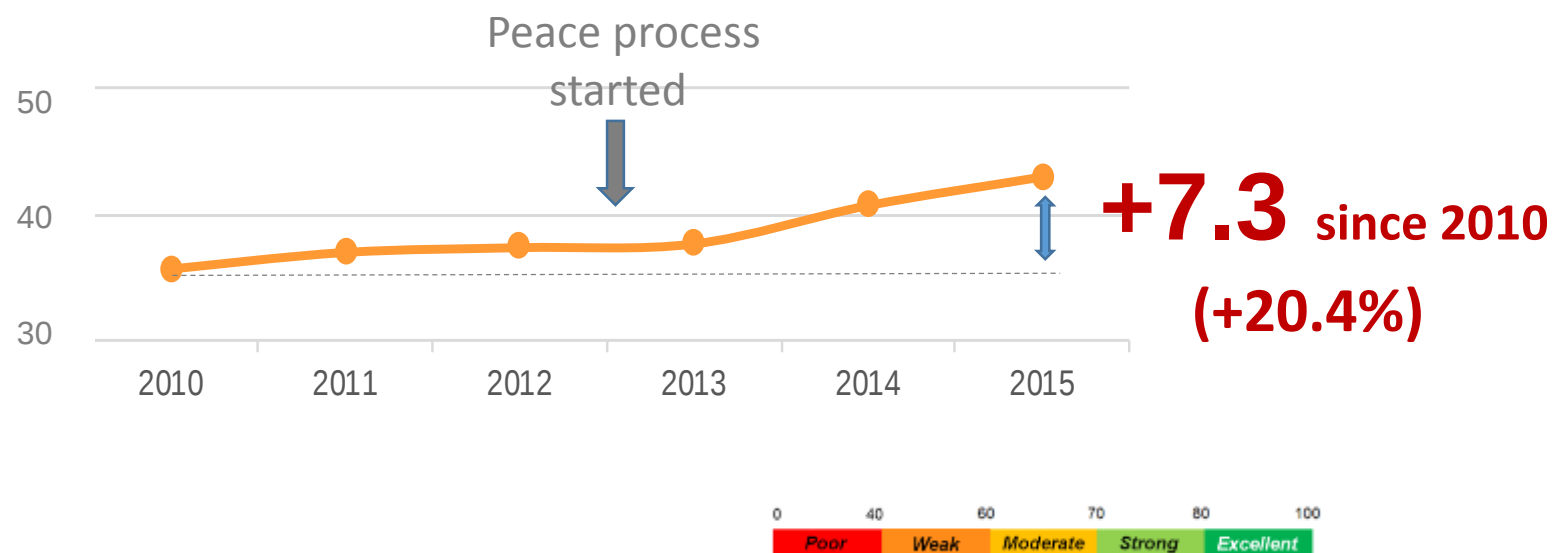
Colombia's reputation improves as its economic indicators grow. The peace process seems to have had a very positive effect.

Latin American countries have improved their reputations on average 3.1% in the last year.

+3.1%

Colombia: Reputation takes off

Colombia improves its reputation +20.4% since 2010, helped by the economy (PIB increases 4.2% year over year on average for the same period) and the peace process turnaround in 2012.



Europe: Polarized

In the context of economic crisis and constraint policies, **Germany's** and **France's** reputation fell slightly (-1.3% and 0.8% respectively).

Northern European countries are in the top ten list while **Spain** (+6.1%), **Portugal** (6.1%), **Italy** (+5.4%) and **Ireland** (+5.2%) have improved their reputations after some economic indicators started to improve.



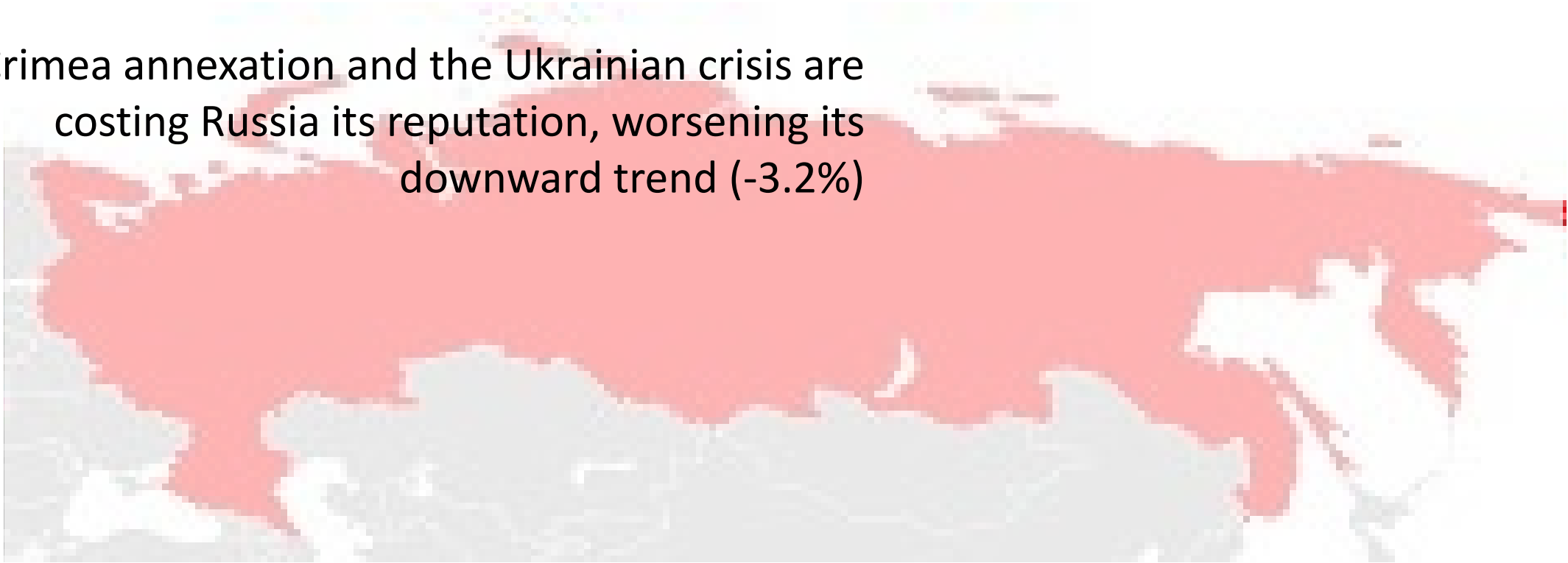
Greece's reputation fell dramatically with its economic crises and default (it was the country in the study that fell the most in 2012), but since then there is a positive trend (+6.1%)

Italy: Standout country for its lifestyle, culture and well-known brands



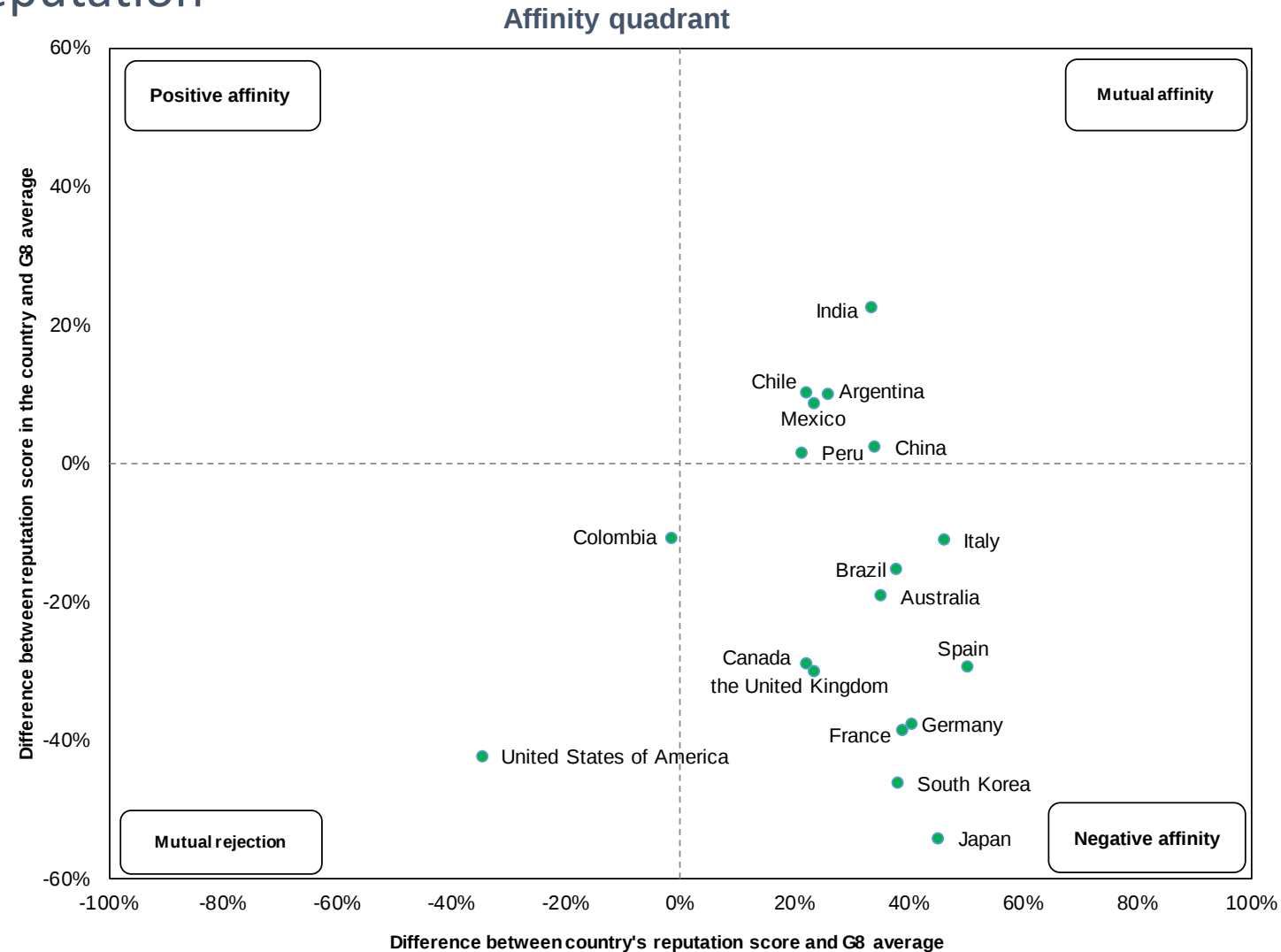
Russia: Worsening...

Crimea annexation and the Ukrainian crisis are costing Russia its reputation, worsening its downward trend (-3.2%)



Ukraine's reputation is also affected (-2.8%)

Russia: Unrequited reputation

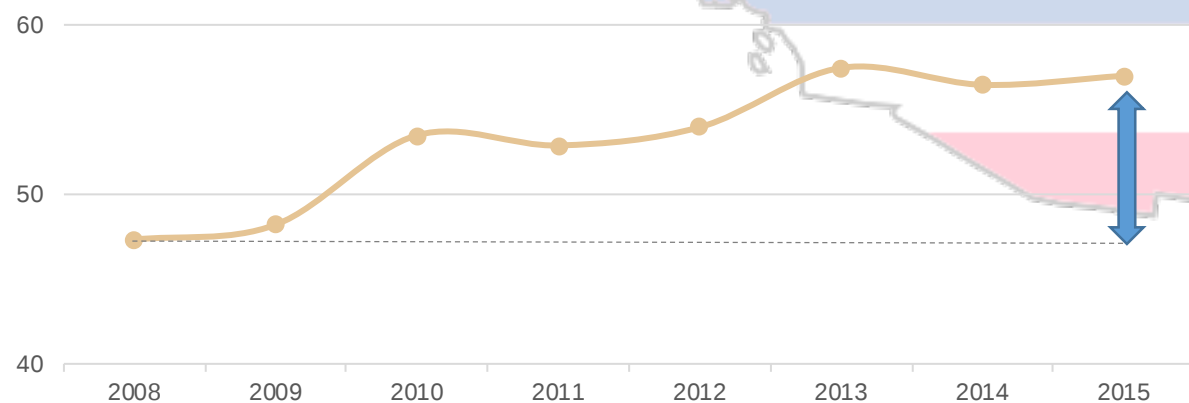


Scoring scale 0-100.

A difference among scores of ± 1.4 points is significant at a 95% level of confidence..

USA: Quantifying the 'Obama Effect'

The USA's reputation continues the positive trend under the Obama administration, though it seems to have stabilized. Overall, the USA has seen an improvement of 9.6 Pulse points since 2008.

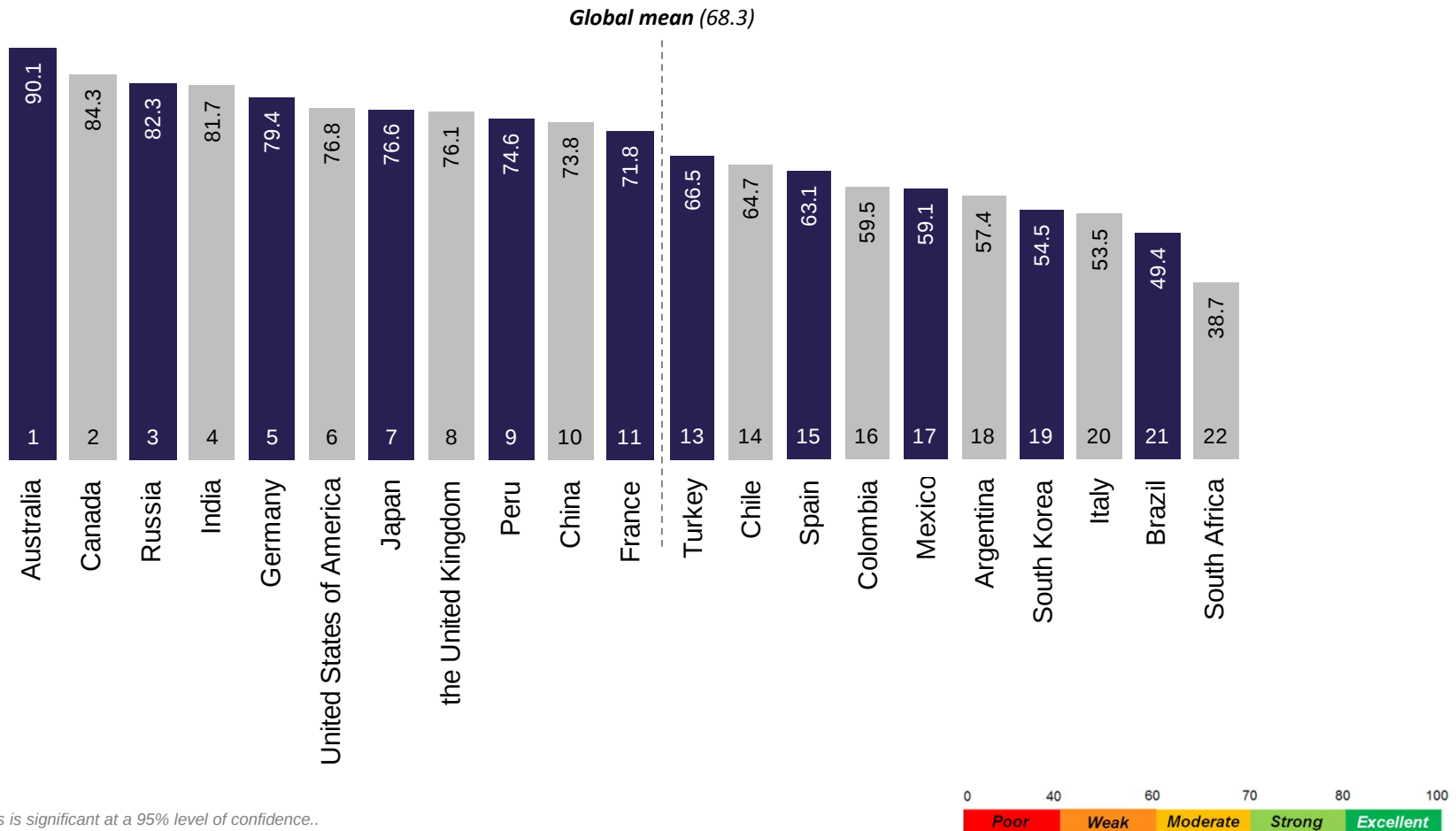


+9.6 since 2008
(+20.2%)

Scoring scale 0-100.

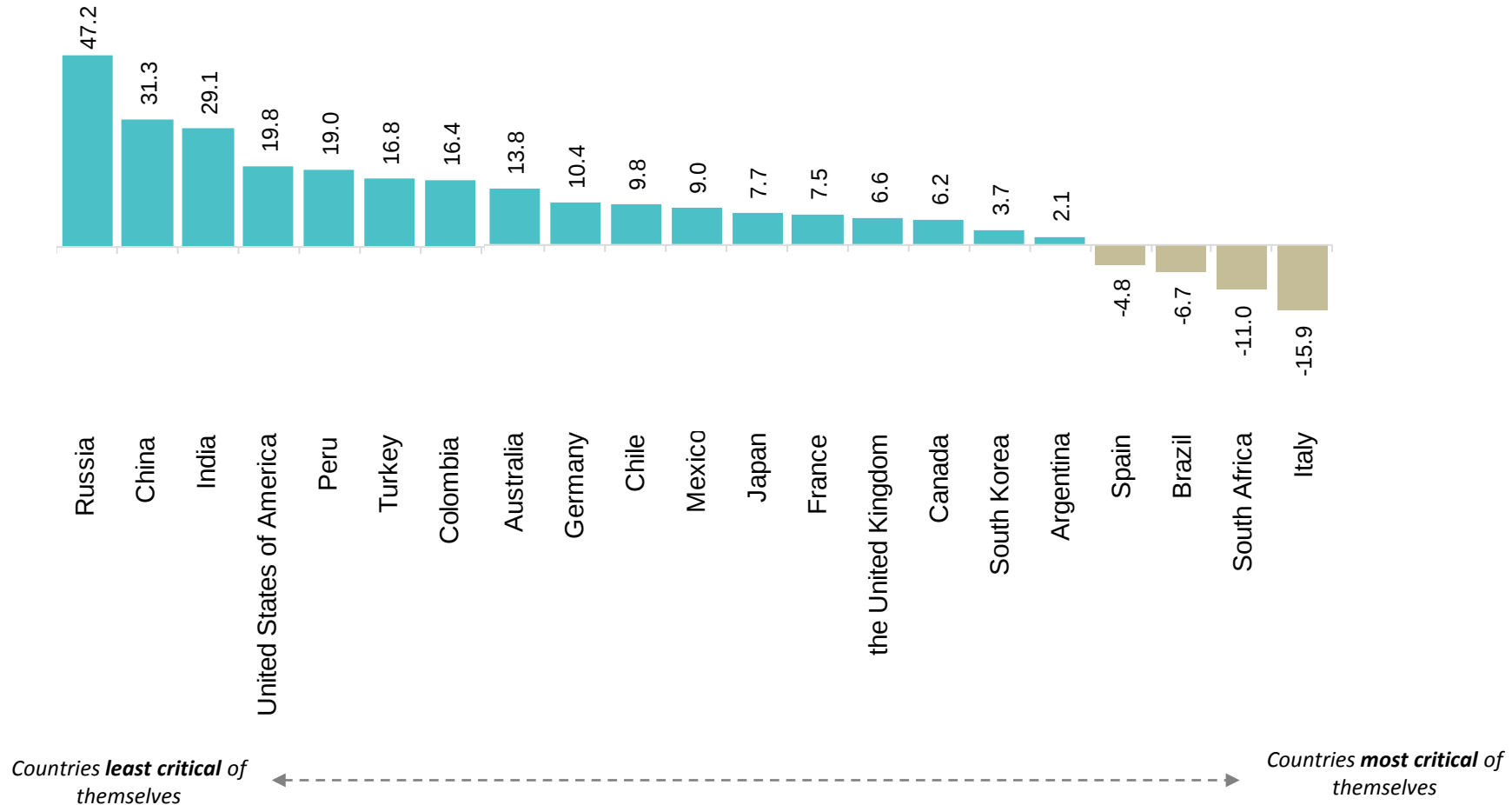
A difference among scores of ± 1.4 points is significant at a 95% level of confidence..

2015 Country RepTrak® - Internal Reputation (Self-Image)



Gap between Internal and External Reputation

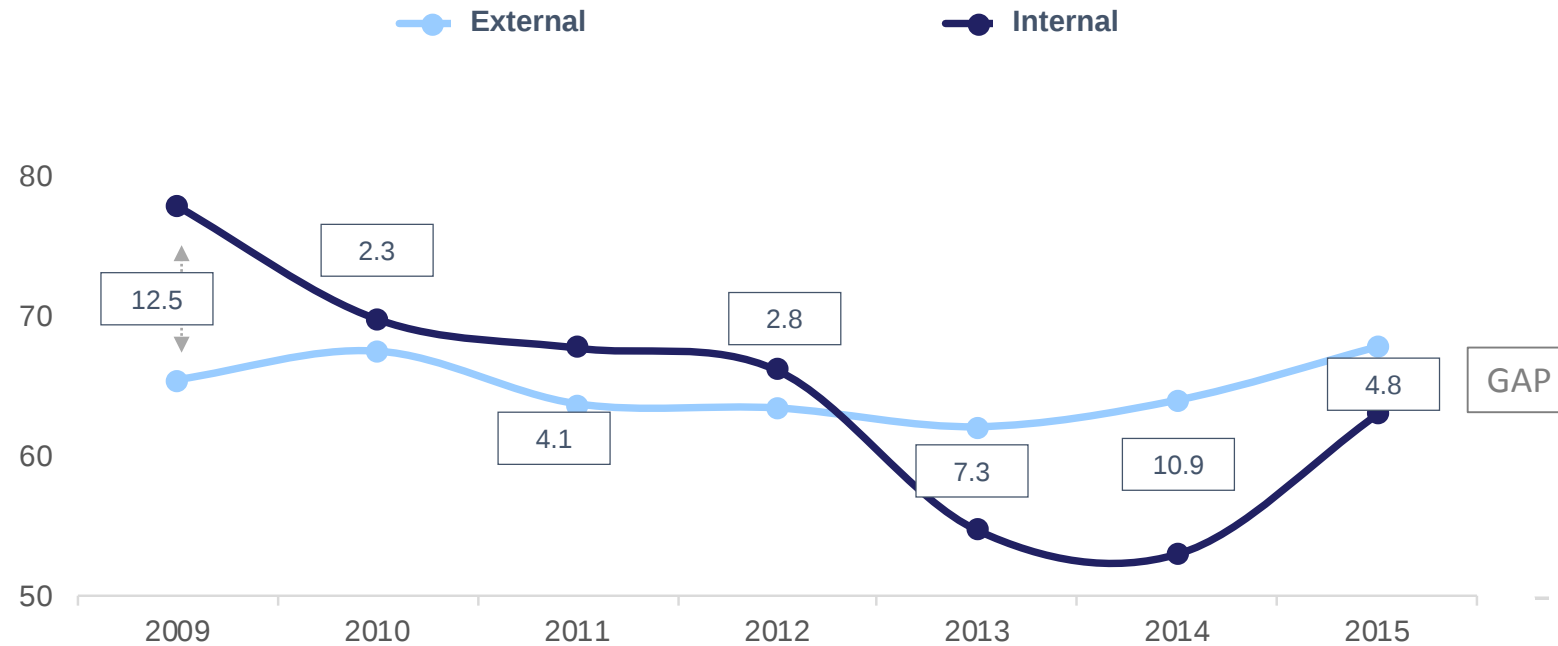
Countries with a **major gap** between internal (self-image) and external perceptions



Scoring scale 0-100.

A difference among scores of ± 1.4 points is significant at a 95% level of confidence..

Gap between Internal and External Reputation for Spain by Year

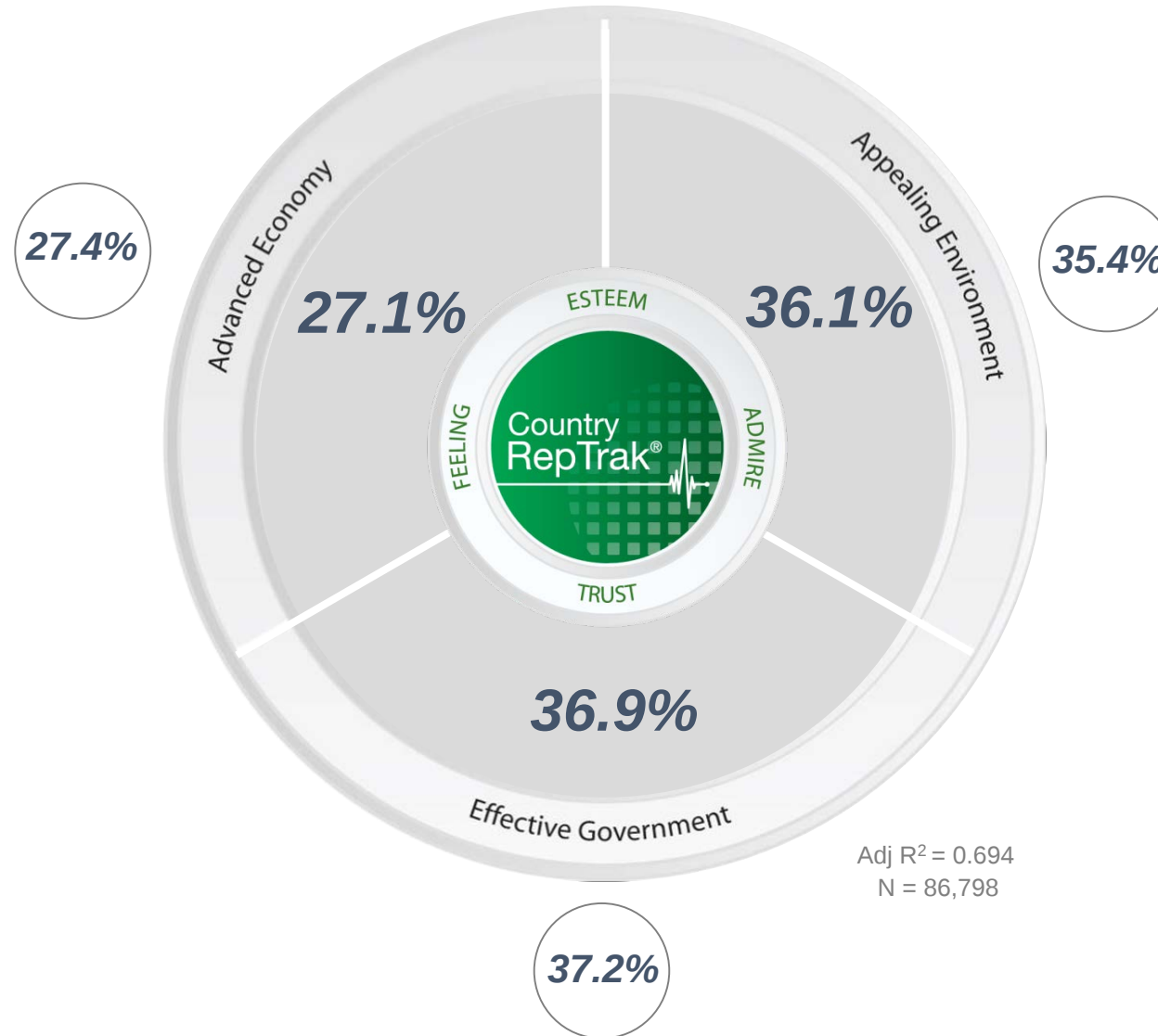


Scoring scale 0-100.

A difference among scores of ± 1.4 points is significant at a 95% level of confidence..



Key Factors in Reputation: Dimension Weights



Country RepTrak® Top 10 by Dimension

Appealing Environment

1	Canada	
2	Australia	
3	Norway	
4	Switzerland	
5	Sweden	
6	Italy	
7	New Zealand	
8	Finland	
9	Netherlands	
10	Ireland	

Advanced Economy

Japan	
Germany	
Switzerland	
Sweden	
Canada	
Norway	
Netherlands	
Finland	
Denmark	
United States	

Effective Government

Sweden	
Norway	
Switzerland	
Canada	
Finland	
Denmark	
Netherlands	
Germany	
Australia	
New Zealand	

Effective Government
36.9%

Safe environment
Responsible participant in the global community
Ethical country
Progressive social & economic policies
Effective government
Operates efficiently
Favorable environment for business

6.9
6.5
6.4
5.9
5.9
5.6
5.2

Appealing Environment
36.1%

Friendly & welcoming people
Beautiful country
Appealing lifestyle
Enjoyable country

7.6
7.0
6.6
6.4

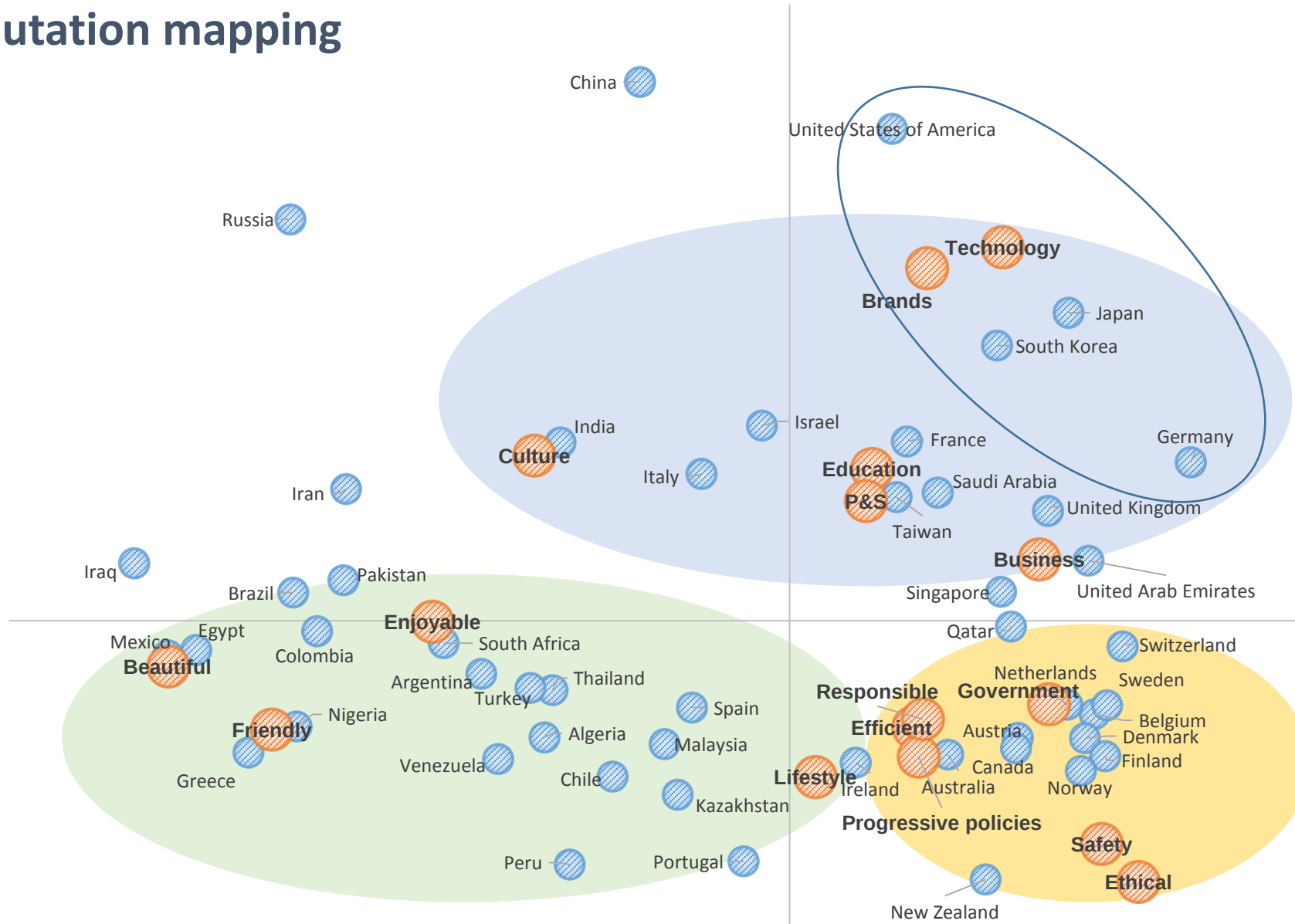
Advanced Economy
27.1%

High quality products & services
Contributor to global culture
Well-educated & reliable people
Well-known brands
Values education
Technologically advanced

5.5
5.5
5.3
4.8
4.7
4.2

Adj R² = 0.701
N = 50,847

Countries reputation mapping



Emotional Halo (emotional/rational gap) – Top 10 / Bottom 10



		Emotional Halo (Pulse-Index)	
1	Spain		64,0 +3,8
2	Australia		72,8 +3,5
3	Brazil		52,6 +3,5
4	New Zealand		71,7 +3,3
5	Portugal		61,3 +3,1
6	Philippines		51,6 +2,9
7	Ireland		69,5 +2,5
8	Peru		53,4 +2,3
9	Mexico		47,8 +2,2
10	Finland		73,1 +1,9

		Emotional Halo (Pulse-Index)	
1	United States of America		64,9 -7,9
2	Russia		42,5 -7,4
3	China		48,1 -5,6
4	Saudi Arabia		46,0 -5,0
5	Qatar		51,4 -4,8
6	Colombia		47,5 -4,5
7	Germany		73,2 -4,2
8	South Korea		54,9 -4,1
9	Iran		33,7 -3,9
10	Japan		72,7 -3,8

Agenda

- Country RepTrak® methodology
- The most reputed countries
- Why is a country's reputation important?

Today's World Context: International Tourism

International tourist arrivals increased by 4.4% in
2014 to reach

1.135 billion

Growth is expected to continue in 2015 by 3 to 4%



Source: UNWTO World Tourism Barometer 2014

Today's World Context: International FDI



Global foreign direct investment (FDI)
inflows reached

US\$ 1.2 trillion
in 2014

and is projected to reach US\$ **1.4 trillion** in 2015

Source: United Nations Conference on Trade and Development (UNCTAD)



Today's World Context: International Trade



International trade in 2014 is forecasted
to grow by **2.8%** and
3.4% for global GDP

Why Is Country Reputation Important?

As in the case of companies, **countries also have their own reputation** and that has an impact on their performance.

Countries with a good reputation
welcome more **tourists**



Countries with a good reputation
attract **FDI**



Countries with a good reputation
improve their **public diplomacy**



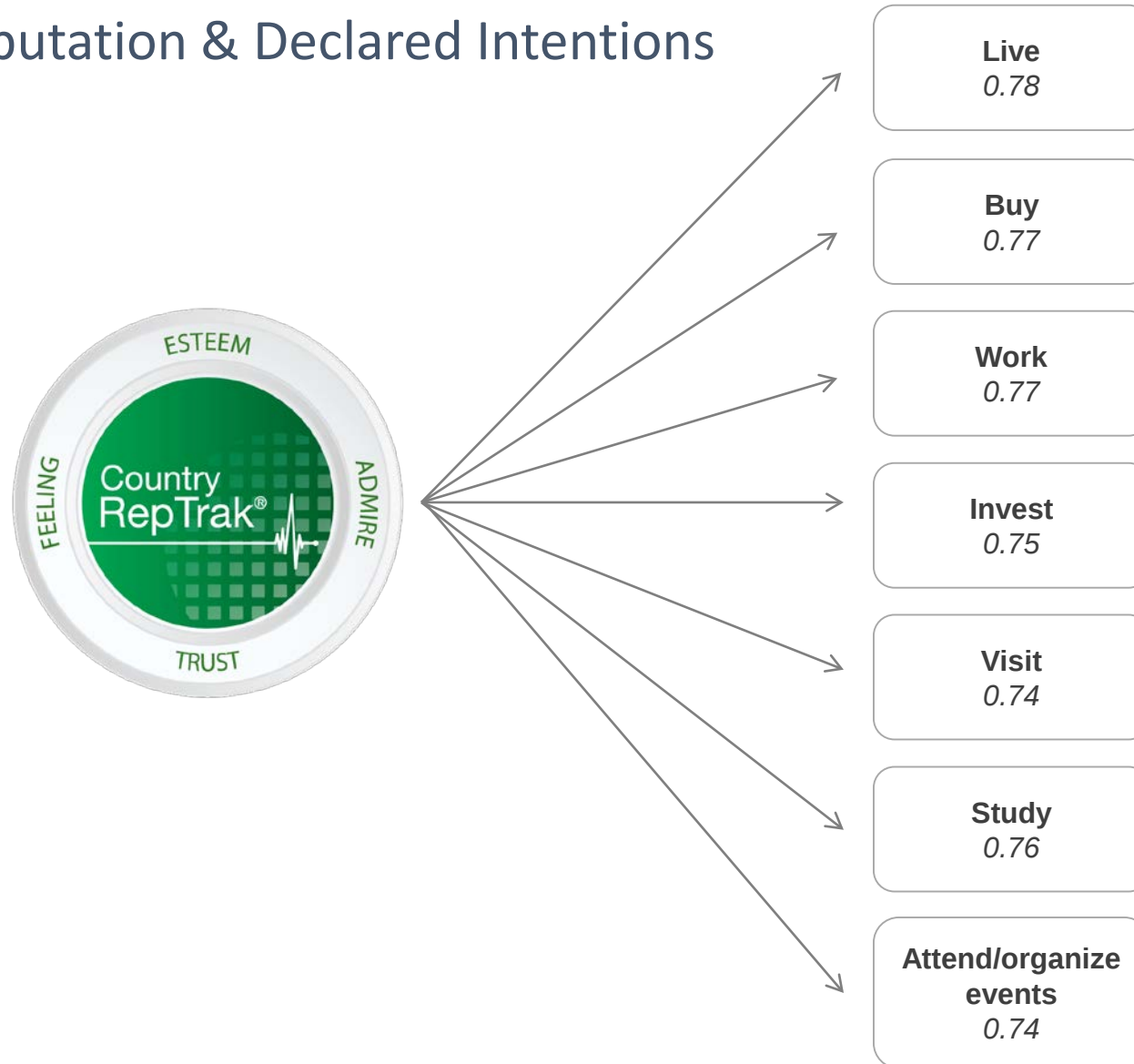
Countries with a good reputation
increase **exports**



Countries with a good reputation attract
foreign knowledge & talent



Value Creation: Reputation & Declared Intentions



Key Drivers for Influencing Stakeholder Behaviors

VISIT



Key Drivers
Beautiful country
Enjoyable country
Friendly & welcoming people

INVEST



Key Drivers
Favorable environment for business
Well-known brands
Technologically advanced

LIVE



Key Drivers
Appealing lifestyle
Safe environment
Ethical country

BUY



Key Drivers
High quality products & services
Well-known brands
Friendly & welcoming people

Key Drivers for Influencing Stakeholder Behaviors

STUDY



Key Drivers
Safe environment
Contributor to global culture
Well-known brands

WORK



Key Drivers
Safe environment
Favorable environment for business
Appealing lifestyle

ATTEND/ORGANIZE EVENTS



Key Drivers
Enjoyable country
Beautiful country
Safe environment

Supportive Behaviours towards Top 10 Countries



Visit

Canada	1	81.8
Italy	2	80.8
Australia	3	80.6
Norway	4	79.7
Switzerland	5	79.1
New Zealand	6	78.0
Sweden	7	78.0
the Netherlands	8	78.0
Spain	9	77.2
Ireland	10	77.0



Live

Canada	1	75.4
Australia	2	72.6
Switzerland	3	72.4
New Zealand	4	71.2
Norway	5	70.5
Sweden	6	69.9
Denmark	7	68.9
the Netherlands	8	68.8
Finland	9	68.4
Italy	10	67.7



Invest

Switzerland	1	72.1
Canada	2	71.0
Sweden	3	69.0
Germany	4	68.6
Norway	5	68.4
Australia	6	67.5
Japan	7	67.4
Denmark	8	66.3
the Netherlands	9	66.0
Finland	10	65.4



Buy

Switzerland	1	76.2
Germany	2	74.2
Sweden	3	73.8
Japan	4	73.4
Canada	5	73.0
Norway	6	72.9
Italy	7	71.8
Finland	8	71.2
the Netherlands	9	70.7
Denmark	10	70.4

Supportive Behaviours towards Top 10 Countries



Work

Canada	1	75.9
Switzerland	2	74.3
Australia	3	72.8
Norway	4	72.0
Sweden	5	70.9
New Zealand	6	70.1
Denmark	7	69.5
the Netherlands	8	69.4
Germany	9	69.4
Finland	10	68.5



Study

Canada	1	76.2
Switzerland	2	73.8
Australia	3	72.8
Sweden	4	72.4
Norway	5	72.4
the United Kingdom	6	72.2
Denmark	7	70.5
Finland	8	70.4
Germany	9	70.3
the Netherlands	10	70.1

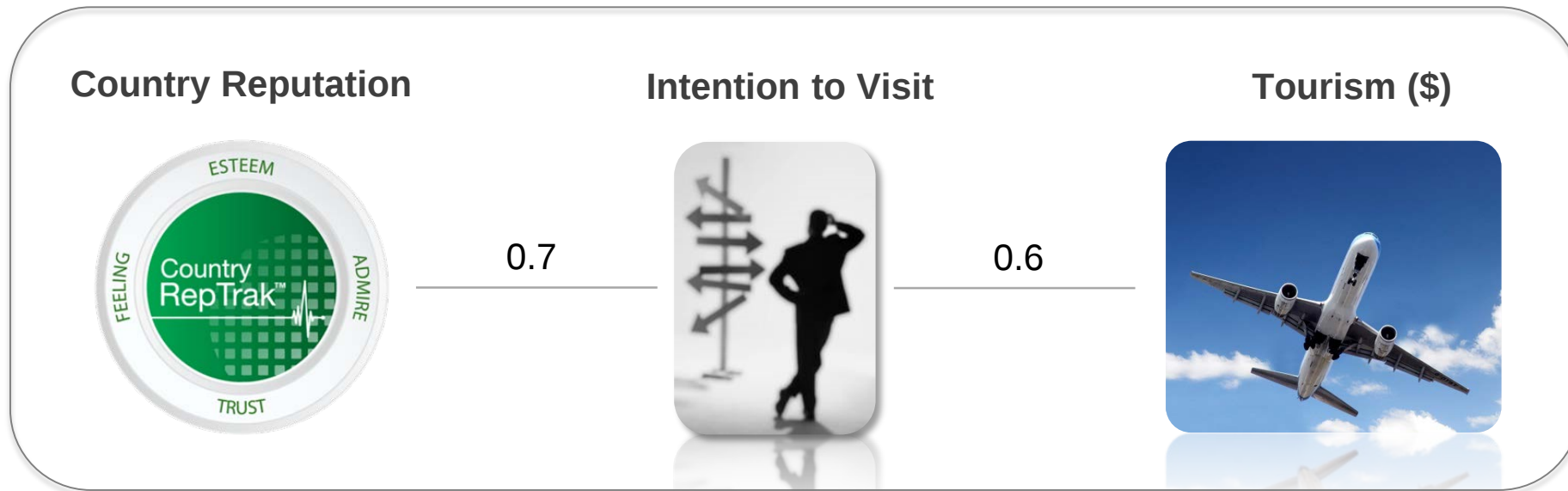


Attend/Organize events

Switzerland	1	73.9
Canada	2	73.8
Australia	3	73.7
Norway	4	72.7
Sweden	5	72.4
Finland	6	71.9
New Zealand	7	70.9
the Netherlands	8	69.7
Denmark	9	69.6
Italy	10	69.2

Country Reputation & Tourism

According to the analysis carried out by Reputation Institute, there is a demonstrated **correlation** between the a **country's reputation** and the income it receives from **tourism**.



**Based on World Bank data*

**Pearson correlation*

Conclusions 1

- Country reputations can be measured in a similar way to those of people or companies.
- A country's overall reputation is an emotional perception constructed through direct experience, own communication, third parties' perspectives and generally accepted stereotypes.
- The overall emotional perception can be explained through different attributes and dimensions. Three main dimensions explain a country's reputation:
 - Quality of life (appealing environment).
 - Quality of its institutions (effective government).
 - Level of development (advanced economy).
- Countries with a strong reputation are positively perceived in all three dimensions.
 - Canada is perceived as the top country in quality of life.
 - Sweden is perceived as the top country in terms of the quality of its institutions.
 - Japan is perceived as the country with a higher level of development.
- Reputation has a strong impact on the supportive behaviours of stakeholders that improve a country's economy: tourist arrivals, foreign direct investment, exports, etc.

Conclusions 2

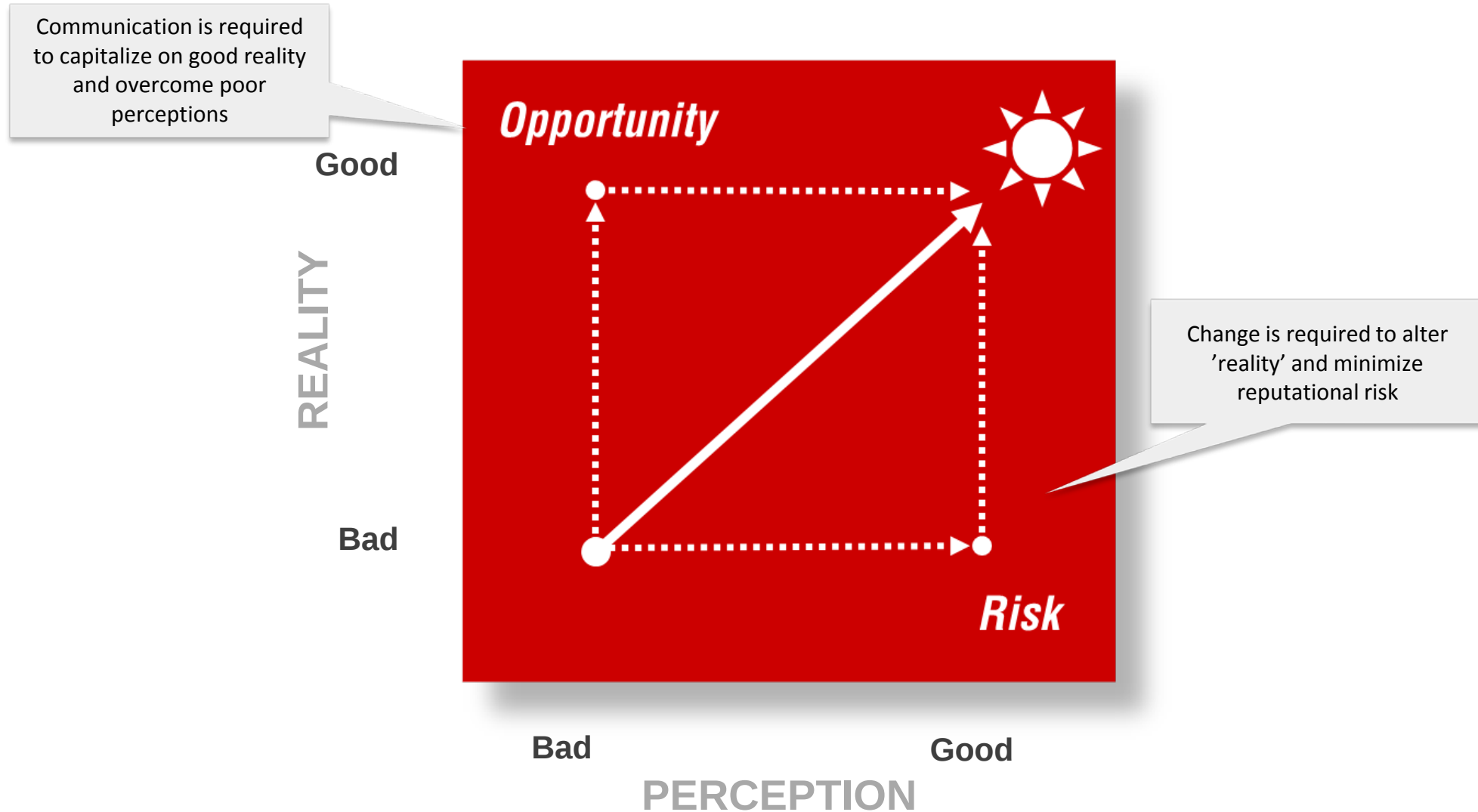
- Canada takes first place in the ranking, recovering the leadership it had between 2011 and 2013.
- Canada, Norway, Switzerland, Sweden and Australia are the best perceived countries among the population of the most relevant economies of the world.
- Latin American countries still maintain a growth path (average +3.1%), headed by Colombia. On the other hand, Brazil's reputation fell (-2.4%) as a consequence of institutional and economic crisis.
- Asian countries keep improving their reputations, led by Iran (10.8%), although still at very low levels. India and China have relevant increases in 2015 (+7.4% and +7.9%, respectively).
- European countries are changing trends: Germany's reputation starts to erode (-1.3%), while Spain (+6.1%), Portugal (6.1%), Italy (+5.4%) and Ireland (+5.2%) improved their reputations after their economic indicators started to improve.
- Russia's reputation shows a negative trend, damaged by the Ukrainian crisis and Crimea's annexation.
- USA's reputation seems to have stabilized after the positive trend under the Obama administration, improving 9.6 Pulse points since 2008.

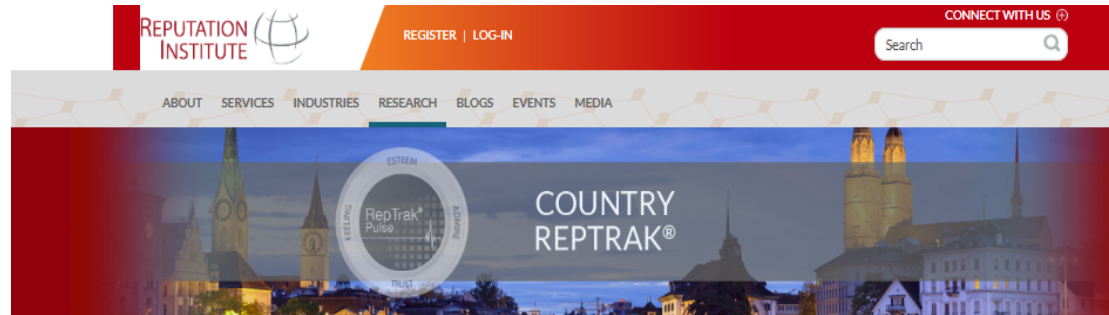
How to Help a Place Manage its Reputation

There are three basic elements:



Action Planning: Tactical Actions





Who is #1 in 2015?

The results of the 2015 Country RepTrak® Survey will be announced live on **Wednesday, July 15, 2015 at 11 AM EDT**. Compare the reputations of 55 countries and discover who is the most reputable country in 2015.

[[Register](#)]

What will I find out on July 15?

- Learn which country is the most reputable in 2015
- Understand how countries perceive themselves in comparison with global perceptions
- Review year over year trends by country and region
- Chat live during the webinar so you can pose all your questions directly to RI's research team

Who will be speaking? **Fernando Prado**, Managing Partner for Latam & Iberia, will host the webinar and further explore key findings and insights from the 2015 survey. He will be joined by **Jon Mamela**, Destination Canada (DC)'s Chief Marketing Officer. Jon has an extensive marketing background, with experience launching and building global brands, accelerating revenue growth through multi-channel marketing strategies, developing top-drawer CRM programs and driving innovation.

Tell me more about the Study. **Country RepTrak®** measures the reputation of 55 countries based on levels of trust, esteem, admiration and respect based on an online panel of more than 27,000 people representing the G8 countries. The Study measures a country's perceptions exploring 16 attributes that include it being viewed as: a safe place to visit, a beautiful country, having friendly and welcoming residents, having progressive social and economic policies, being run by an effective government, and more.

PREVIOUS COUNTRY REPTRAK REPORTS

The results feature the reputation of each country overall, as well as specific details on what drives trust and support for countries. The insights from each country provide the framework for understanding how reputation can be used as a driver of growth and business success.

[2014 Country RepTrak® Report](#)

[2013 Country RepTrak® Report](#)

[2012 Country RepTrak® Report](#)

[2011 Country RepTrak® Report](#)



Get the 2015 Country RepTrak Results. [Register](#) for the live webinar on July 15 at 11 AM EDT.

2014's #1 Ranked Country - Switzerland



"We estimate that Swiss-made products are worth 20% more than those from other competitors thanks to their country of origin. Moreover, these same goods significantly contribute to Switzerland's positive image", says **Alexandre Edelmann**, Head of Project Development and Product Management Events and Creative Content de Presence Switzerland.



The report and recording from this webinar can be found on Reputation Institute's website:

<http://www.reputationinstitute.com/research/Country-RepTrak>

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